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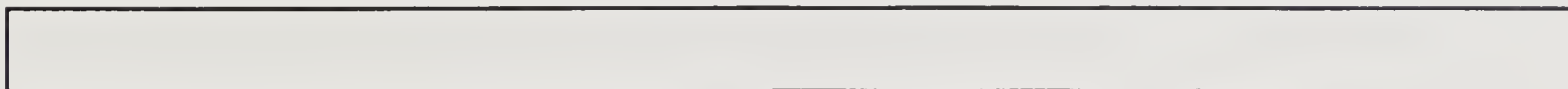
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2001 Action Plan:

a Supplement to the

*Risk Management Agency
Education and Outreach Plan
for Specialty Crop Producers*



As Authorized in the
Agricultural Risk Protection Act of 2000

Section 131 [FCIA 522 - (d)]

Signed into law, June 20, 2000

Risk management . . .
. . . what the times demand.

December 8, 2000



Summary

This 2001 Action Plan is a supplement to the Risk Management Agency's (RMA's) Education and Outreach Plan for Specialty Crop Producers. It describes specific actions to be taken during the 2001 fiscal year (FY -- from October 1, 2000 through September 30, 2001). Refer to RMA's Education and Outreach Plan for Specialty Crops Producers for a description of goals and guidelines for this program.

This plan is ambitious. It includes:

- Direct specialty crop producer training, through the sponsorship of local activities;
- Training for educational partners, to reach producers through the influence of professionals who have educational opportunities with producers; and
- Investment in supportive activities, such as materials development and promotion.

In the first year of this program, much direct producer training will be possible because of the educational partnerships that have been established in recent years. In addition, some emphasis will be on supportive activities and the training of the RMA's educational partners. These activities in FY2001 will expand the educational infrastructure that is needed for direct producer training significantly in future years.

Following the listing of educational activities is a budget by major activity category. Funding for these activities will be provided through the Federal Crop Insurance Fund, which is managed by RMA. Educational funding of \$2 million per year, beginning in FY 2001, is authorized as part of a larger sum directed to implementation and development of risk management in Section 131 of 2000 Act.

To implement this plan, RMA will partner with public and private organization for both the training of producers and for supportive activities, such as the preparation of instructional materials. RMA can thereby leverage its funding resources with the talent, skills, and other resources of its educational partners. Most importantly, these partnerships will ensure that educational benefits will be relevant to the local risk management needs and concerns of specialty crop producers.

U.S.D.A., NAL
JUL 10 2001
Cataloging Prep

I. Supportive Activities:

- ☐ Development of Instructional Materials
 - Risk Management case studies
 - Fact Sheets
 - “Introduction to Risk Management” (for specialty crops)
 - Bulletins to supplement the “Introduction to Risk Management”
 - Self study guide Risk Management for specialty crop producers
 - AgEd curriculum (by modifying existing Midwest version)
 - Design and Layout work to instill consistency in materials
- ☐ Promotion of Risk Management Education (Public Affairs)
 - General media promotion for specialty crops
 - Sponsor "Risk Management" radio programs
 - Promote job opportunities for agents (Outreach)
- ☐ Development of Information Technology Aids
 - Convert instruction to Internet distance learning courses
 - Develop computerized decision aids
- ☐ Supportive Research
 - Determine educational needs for specialty crops
 - Establish RME specialty crop program evaluation framework

II. Training Education Partners:

- ☐ Sponsor specialized workshops for education partners

III. Training Producers

- ☐ Sponsor local educational activities, as identified by education partners
- ☐ AgEd risk management partnerships to foster and provide training for specialty crop producers

FY 2001 Budget for Education Programs for Specialty Crop Producers (\$ thousands)
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I. Supportive Activities:

Development of Instructional Materials	400	
Program Promotion	200	
Development of Information Technology Aids	100	
Supportive Research	<u>100</u>	
Total		\$800

II. Training Education Partners:

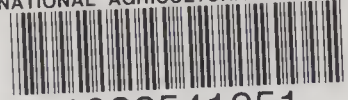
Specialized Training for Education Partners	200	
Total		\$200

III. Training Producers:

Sponsor Local Educational Activities	800	
AgEd Activity Sponsorship	200	
Total		<u>\$1,000</u>

GRAND TOTAL		\$2,000
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